

**PROMOTION DESCRIPTION:**

1992 MAY CONTINUITY OFFER/  
FREE TOWEL BOUNCEBACK

**PROMOTION OBJECTIVES:**

ENCOURAGE CONTINUITY OF PURCHASE AMONG  
LOYAL SMOKERS

DISCOURAGE OUT-SWITCHING

ENHANCE BRAND ESSENCE

REINFORCE UPSCALE IMAGE

**PROMOTION STRATEGIES:**

DEVELOP A CUSTOMER LOYALTY PROGRAM  
THAT ENCOURAGES MULTIPLE LONG-TERM  
PURCHASE

DEVELOP CREATIVE THAT ENHANCES THE  
OVERALL LOOK AND FEEL OF THE CAMPAIGN

**PROMOTION TARGET  
AUDIENCE:**

OLDER FEMALES; 35-55 YEARS OF AGE

**PROMOTION STATISTICS:**

TYPE OF OFFER: SELF-LIQUIDATOR

METHOD OF DISTRIBUTION: IN-CARTON AND FSI

DISTRIBUTION AREA: IN-CARTON: NATIONWIDE  
FSI: TOP 21 MARKETS

DISTRIBUTION DATE: 5/1/92

EXPIRATION DATE: 11/30/92

DURATION OF PROGRAM: 31 WEEKS

VOLUME OF RELEASE: 600,000 (IN-CARTON)  
16,193,000 (FSI)

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BOUNCEBACK ITEMS: TOWEL

FORECASTED NUMBER  
OF CONSUMER REQUESTS: 251,900

REDEMPTION PERCENT: 1.5%

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